Fig 1

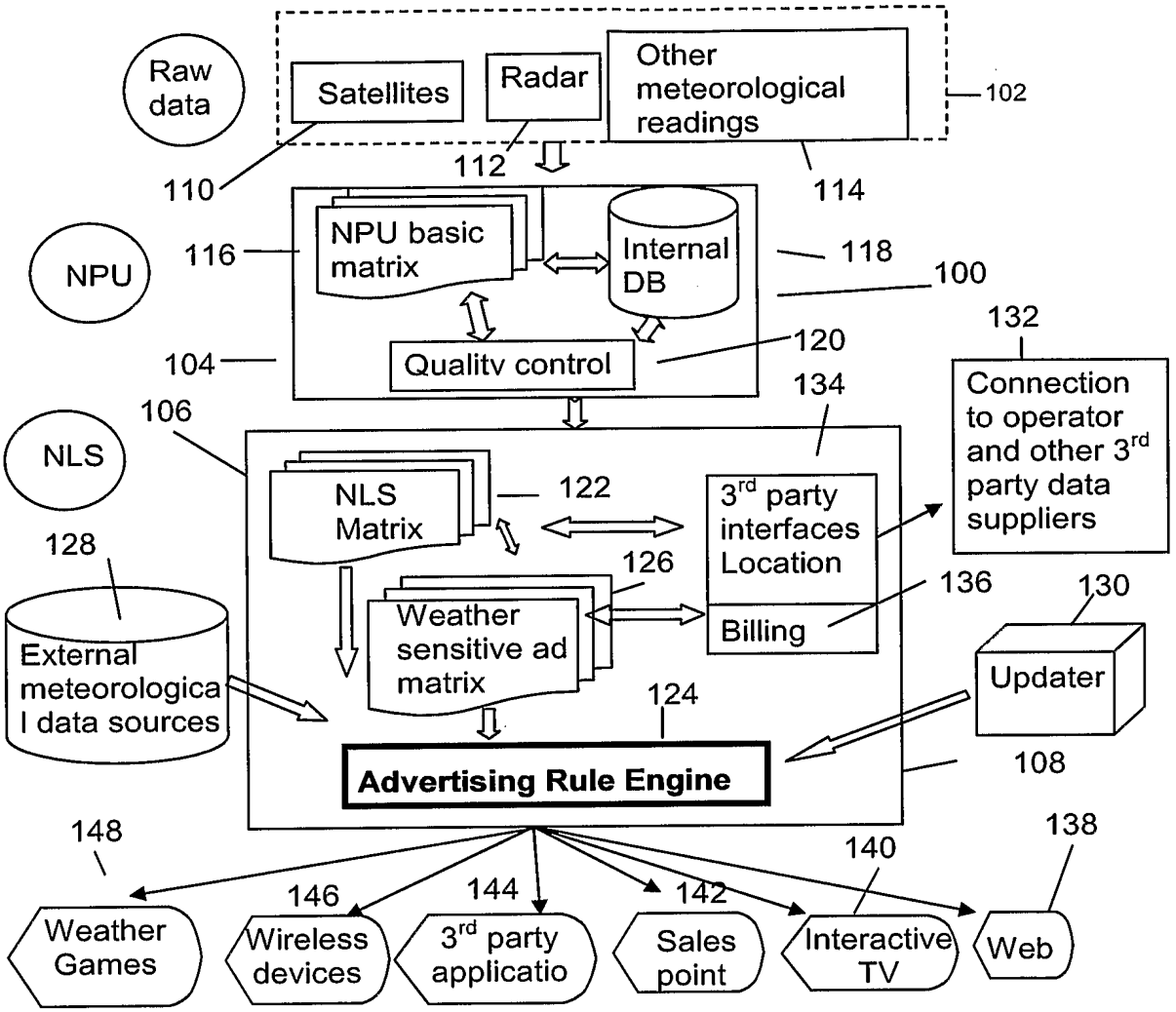

Raw data
Satellites
Radar
Other meteorological readings
102
110
112
114
NPU
NPU basic matrix
116
Internal DB
118
100
104
Qualitv control
120
132
Connection to operator and other 3rd party data suppliers
134
106
NLS
NLS Matrix
122
3rd party interfaces Location
128
126
136
130
External meteorological data sources
Weather sensitive ad matrix
Billing
Updater
124
Advertising Rule Engine
108
148
140
138
146
144
142
Weather Games
Wireless devices
3rd party applicatio
Sales point
Interactive TV
Web

Fig 2 - Rule Engine

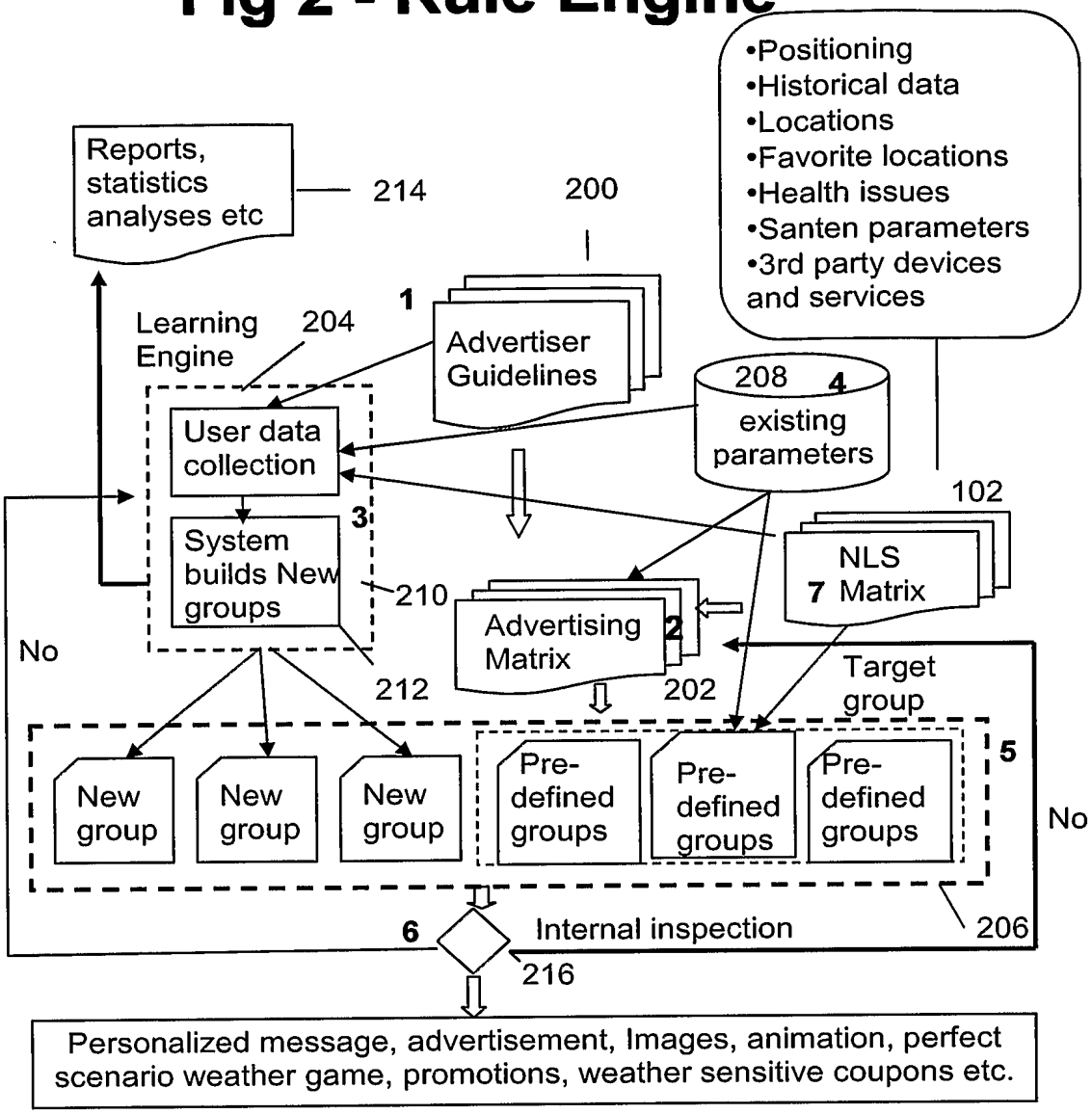


Fig 3 - Advertising matrix

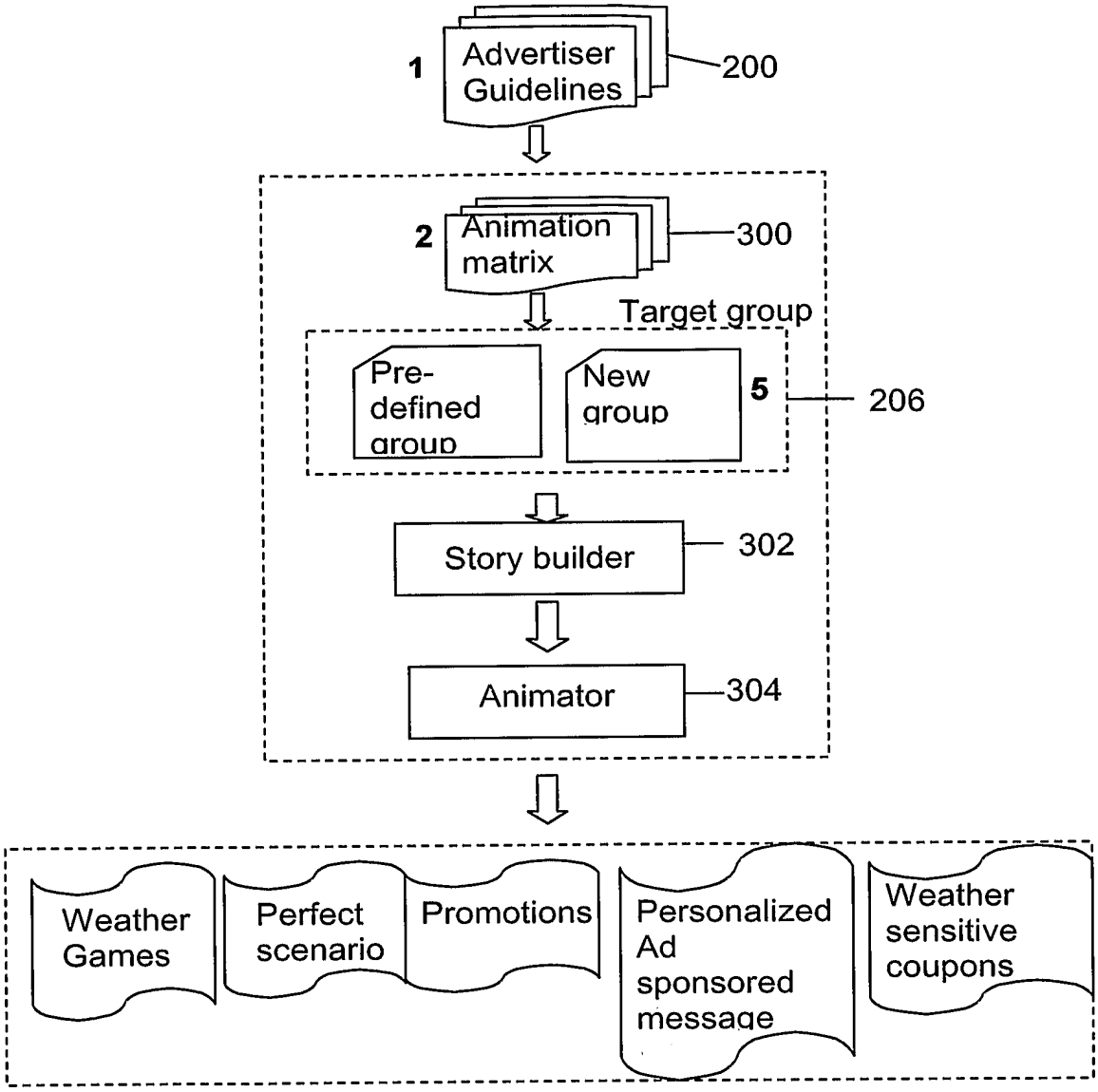


Fig 4 - Rule Engine diagram

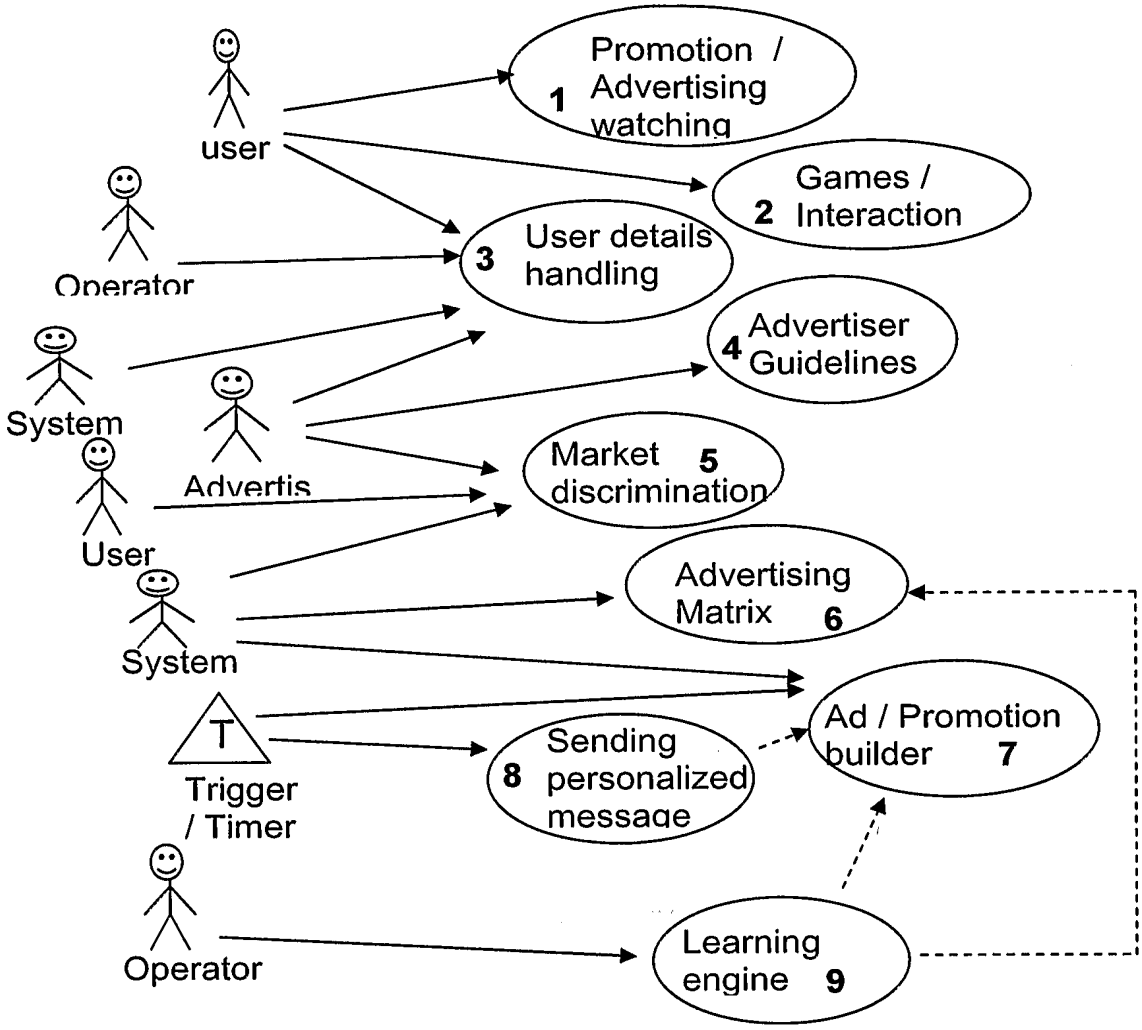


Fig 5 - Ad / Promotion

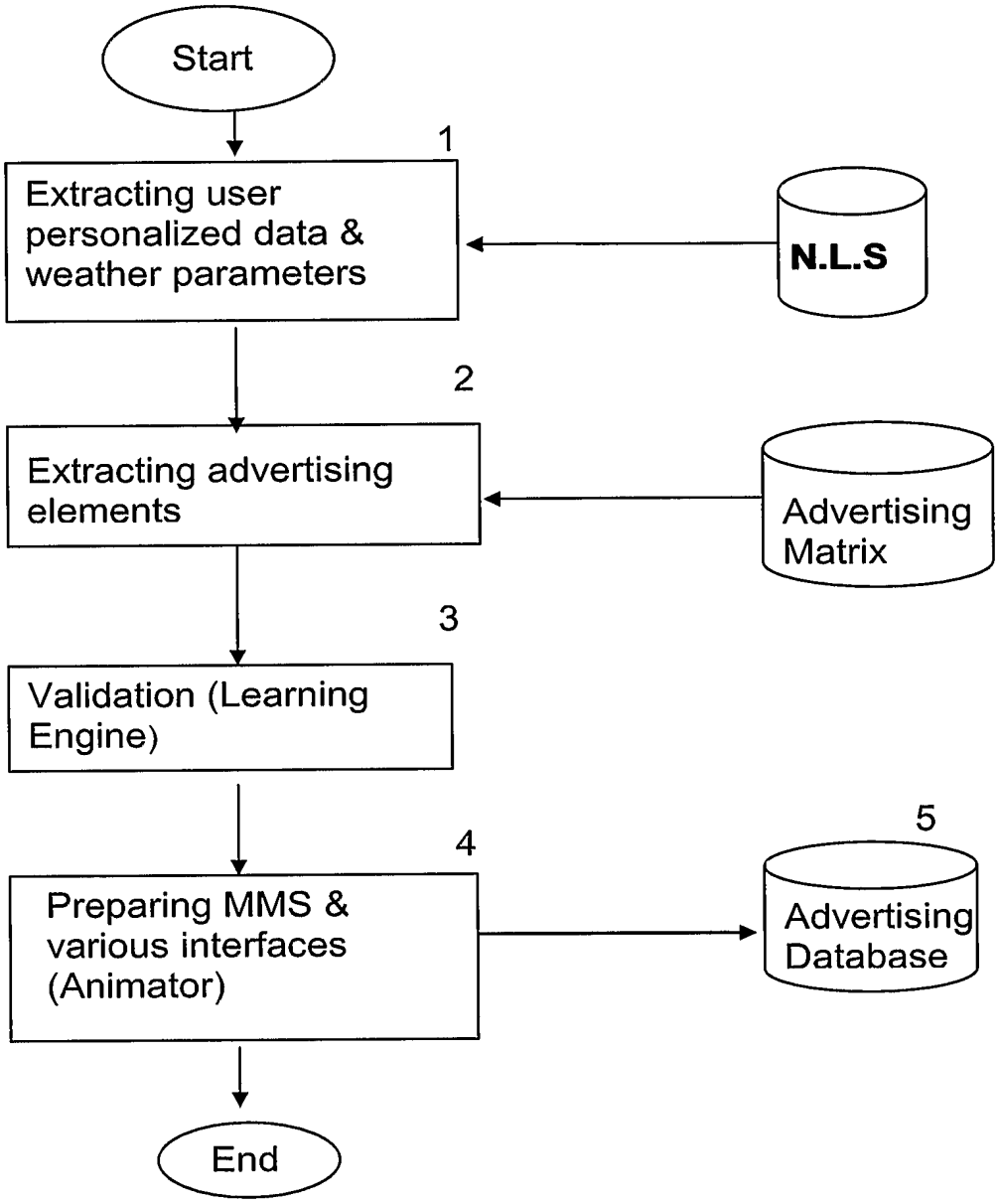


Fig 6 - Advertiser feedback

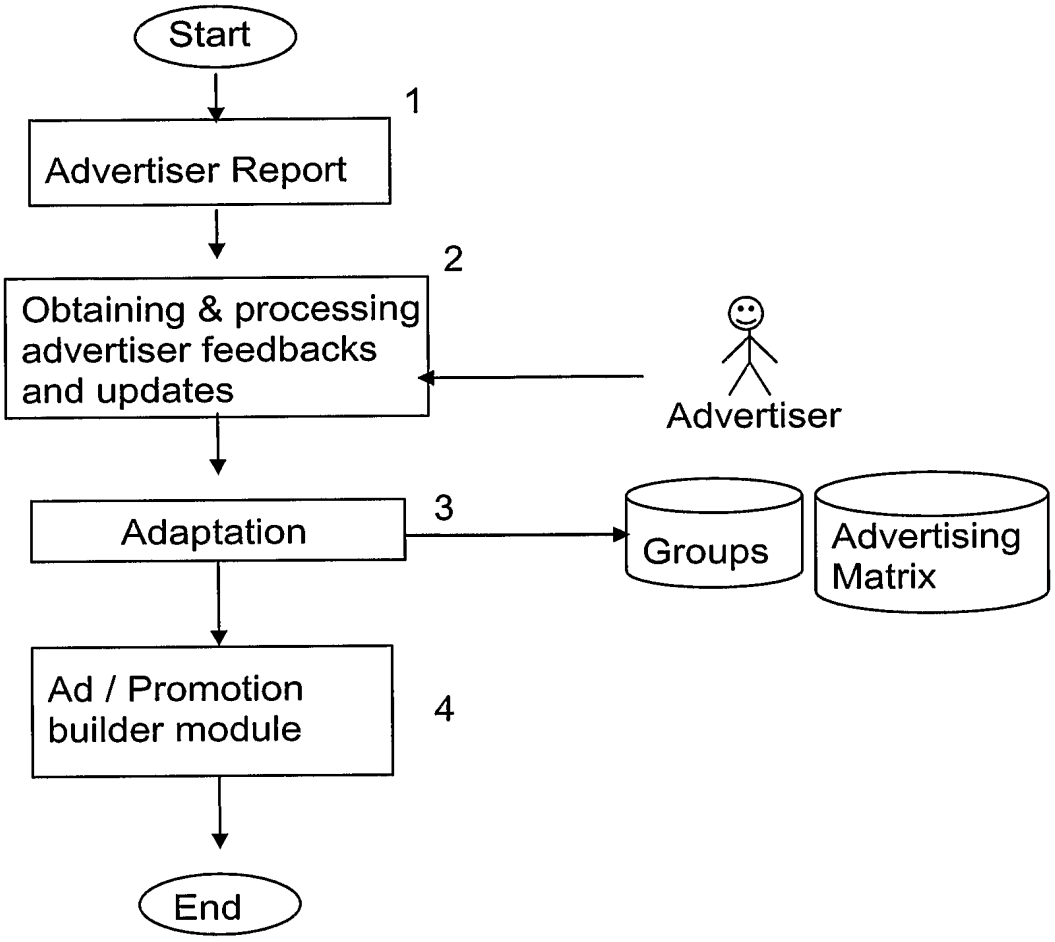


Fig 7 - Advertiser report

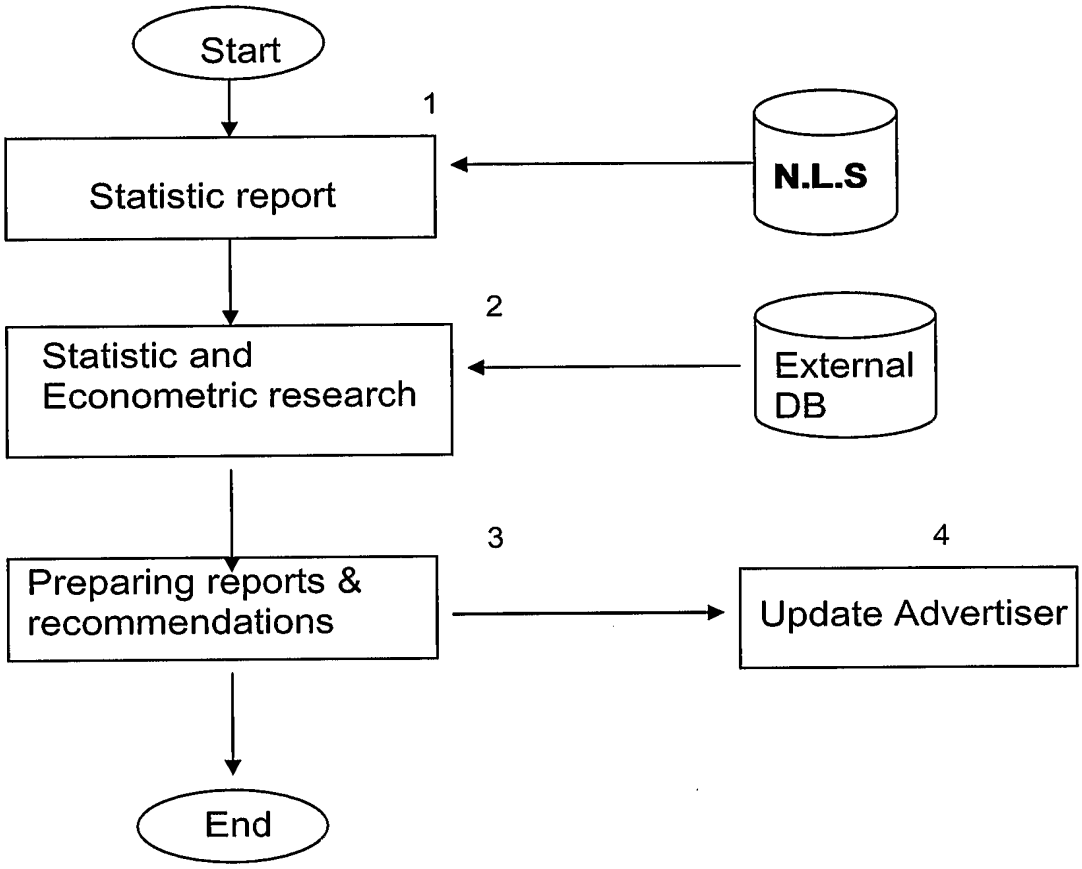
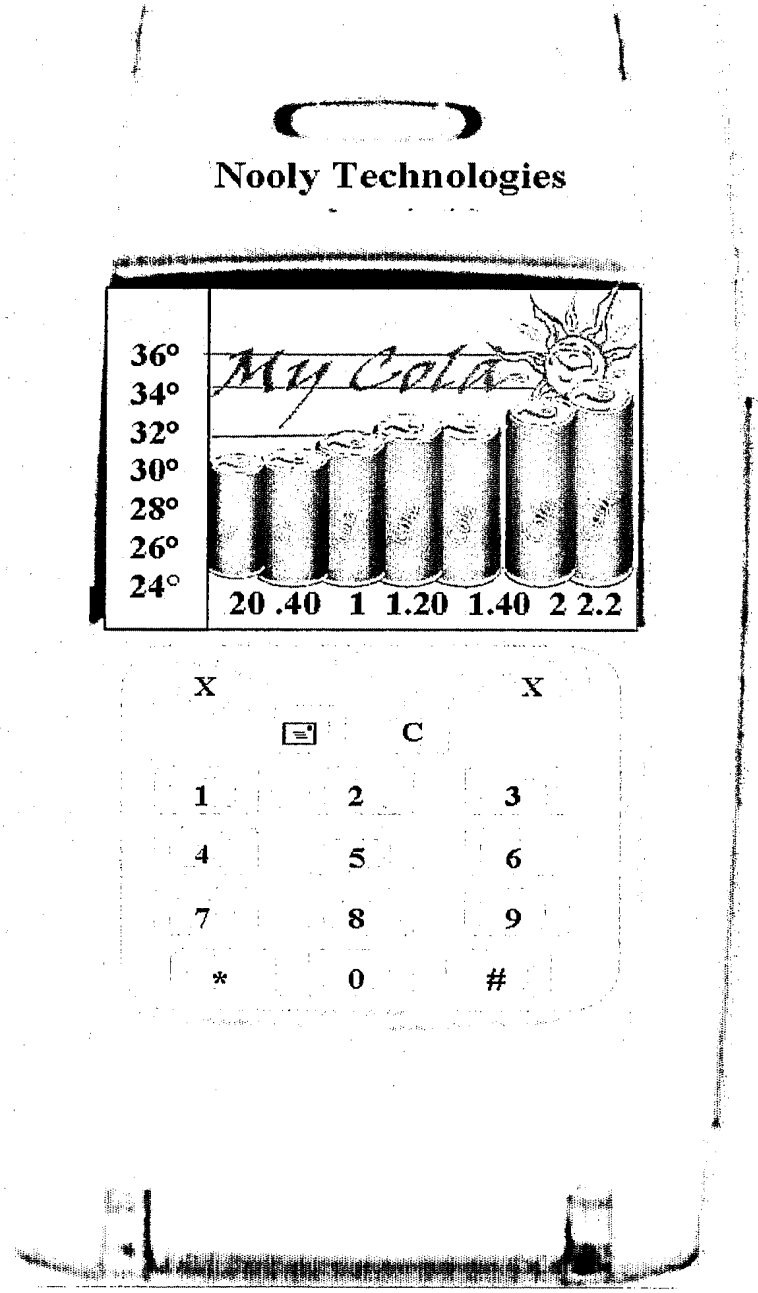


Figure 8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36°
34°
32°
30°
28°
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20 .40 1 1.20 1.40 2 2.2
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X
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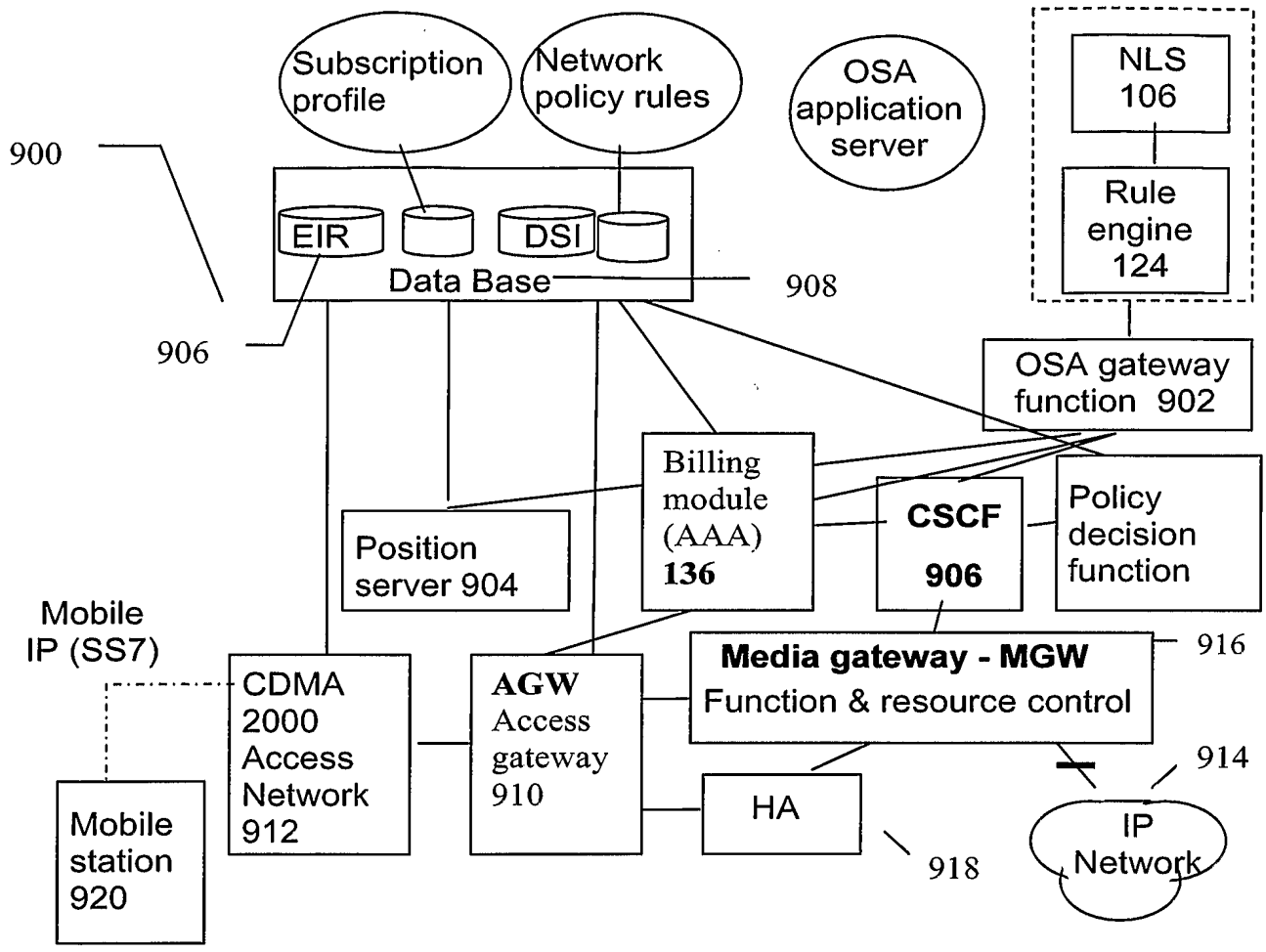
4 5 6
7 8 9
* 0 #

Figure 9


Subscription profile
Network policy rules
OSA application server
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EIR
DSI
Data Base
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Rule engine 124
906
OSA gateway function 902
Billing module (AAA) 136
Position server 904
CSCF 906
Policy decision function
Mobile IP (SS7)
CDMA 2000 Access Network 912
AGW Access gateway 910
Media gateway - MGW
Function & resource control
916
914
Mobile station 920
HA
IP Network
918